

An overview of the stakeholder approach –maintaining and building the effective relationship management for value seeking strategies

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### Abstract

The relationship management for stakeholders can be extremely complex. Stakeholder analysis can be a key tool to identify stakeholders, specific identification, level of influence and value seeking for management in relationship management. Indeed, stakeholders are becoming more and more essential for analyzing both internal and external corporate environment, identify secondary and primary stakeholders and their power and influence in management strategies. An overview of stakeholder concept, approach and matrixes is shown for a holistic view in the application of strategic relationship management.

Keyword : Stakeholder, Stakeholder approach, Stakeholder analysis, Relationship Management